

OS/2 Warp Server



KEY MARKETING MESSAGES

Key Channel Messages

- OS/2 Warp Server is well positioned to gain significant marketshare in the reseller community over the next year.
- Significant revenue can be earned by resellers taking advantage of a market shift from file and print servers to application servers (46% to 54%), and from the growth of the network operating system market up to \$2.7 billion by 1999.
- OS/2 Warp Server reduces reseller investment through integrated features that are easy-to-use, install, and administer.
- OS/2 Warp Server benefits resellers and their customers by providing significant opportunities to maximize business opportunity and minimize investment and resources.

Five Reasons to use OS/2 Warp Server Version 4.0

1. OS/2 Warp: OS/2 Warp Server's base is OS/2 Warp, an advanced, proven, reliable, third generation, award winning, 32-bit operating system that provides excellent support for running 16-bit and 32-bit OS/2, DOS, and Windows applications. The application server platform of choice providing a drag-and-drop graphical user interface (GUI), memory protection for critical applications, and common APIs across the client/server product family offerings. An operating system built on OPEN industry standards to support choice and compatibility with other vendor products.

OS/2 Warp was enhanced to support bi-directional printers (BIDI), which are capable of reporting status back to the server.

2. Advanced Systems Management: OS/2 Warp Server provides the ability to schedule events, monitor system utilization and performance, as well as alert management for enhanced problem determination. Software distribution is included to allow the installation of software over the network, and asset management can discover and inventory the details of hardware and software already installed on the network. This can also be done through remote systems management.

3. Advanced Printing: OS/2 Warp Server simplifies network printing by utilizing bi-directional printer support and managing multiple print queues. PostScript information can be printed on non-PostScript printers.

4. Remote Access: OS/2 Warp Server provides the ability to dial into networks across synchronous, async, ISDN, and X.25 links, including LAN Server, NetWare, Windows NT, Banyan Vines, and more. Significant enhancements include support for 103 modems and 33 additional adapters, and up to 128 concurrent sessions.

5. Backup and Recovery: OS/2 Warp Server comes with an innovative design which includes a strikingly easy-to-use GUI with object oriented drag-and-drop technology which integrates into the OS/2 Warp Server desktop. Hints, guides and the pipeline simplify the establishment of backup strategies and reduce the learning curve. Sounds in the form of .WAV files may be associated with any system event providing you with the ability to audibly describe them.

OS/2 Warp Server also provides full data management capabilities which allow you to track, inventory, and maintain backup sets. Volumes can be transferred in from other OS/2 Warp Servers or archived out for off-site storage. Data stored on volumes can be listed for file level restoration and volume usage can be graphically displayed, enabling you to determine available free space before backing up.

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OBJECTIVE-FEATURE-BENEFIT CHART

Feature	Benefits to Reseller
Easy-to-install, configure, and administer	Lower support costs
Integrated set of features	Easier to sell and support
Appeals to diverse set of market segments	Broad customer base
Capitalizes on application server shift	Increased sales and service opportunities
Feature rich	Best value for customers (alternative to Novell and Microsoft solution)